

Message Text

UNCLASSIFIED

PAGE 01 SINGAP 00049 050604Z

20

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 024162

R 050540Z JAN 74

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 9861

UNCLAS SINGAPORE 0049

E.O. 11652: N/A

TAGS: BEXP SN

SUBJECT: SUMMARY OF ELECTRONIC DATA PROCESSING RESEARCH, SINGAPORE,
1973

REF: USDOC 0022

1. SUBJECT STUDY WAS PREPARED BY PA MANAGEMENT
CONSULTANTS (PTE.) LTD. IN ACCORDANCE WITH OIM
SPECIFICATIONS. PA MANAGEMENT INTERVIEWED GOOD CROSS
SECTION OF PUBLIC AND PRIVATE SECTOR USERS OF EDP
EQUIPMENT IN SINGAPORE. MAJOR FINDINGS OF SURVEY WERE:
(A) US EDP EQUIPMENT SHOULD INCREASE ITS PRESENT 31 PERCENT
MARKET SHARE TO 40 PERCENT IN 1974.

(B) TOTAL EDP MARKET SHOULD REACH US\$5 MILLION
IN 1974.

(C) US HAS DOMINANT MARKET POSITION BECAUSE OF TECHNICAL
SUPERIORITY.

(D) IBM IS SINGLE MOST IMPORTANT SUPPLIER OF EDP
EQUIPMENT TO SINGAPORE.

(E) PA MANAGEMENT REACHED CONCLUSION THAT TRADE PROMOTION
EVENT FOR EDP EQUIPMENT WILL BE OF LIMITED VALUE.

(F) PRODUCTS WITH HIGHEST SALES POTENTIAL OVER NEXT THREE
YEARS ARE TIME-SHARING TERMINALS, KEY PUNCHERS, KEY-TO-DISC
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SINGAP 00049 050604Z

AND KEY-TO-TAPE MACHINES AND DIGITAL COMPUTERS.

(G) ICL IS ONLY SERIOUS COMPETITOR OF IBM. TRADE
LISTS IN SECTION VI OF SURVEY ARE COMPREHENSIVE AND
ACCURATE. HOWEVER, LISTS OF POTENTIAL AGENTS AND
DISTRIBUTORS MAY BE EXPECTED TO INCREASE AS MARKET FOR
EDP EQUIPMENT GROWS.

2. EMBASSY BELIEVES SUBJECT SURVEY IS ACCURATE ASSESSMENT
OF SINGAPORE EDP EQUIPMENT MARKET. HOWEVER, BELIEVE
RECOMMENDATIONS IN SECTION I-D ARE PESSIMISTIC. OIM
SHOULD DRAW OWN CONCLUSIONS ON DESIRABILITY OF PROMOTION
EVENT FOR EDP EQUIPMENT BASED ON DATA IN SURVEY.
CRONK

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SINGAP00049
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740160/aaaacevp.tel
Line Count: 74
Locator: TEXT ON-LINE
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: USDOC 0022
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 25 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 SEP 2002 by daviscw>; APPROVED <15-Nov-2002 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SUMMARY OF ELECTRONIC DATA PROCESSING RESEARCH, SINGAPORE, 1973
TAGS: BEXP, SN
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005